

## Message Text

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PAGE 01 STOCKH 01099 171235Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----024626 172321Z /75  
R 171132Z MAR 78  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 3322

UNCLAS STOCKHOLM 1099

FOR: BED/OEP/SPA/RM 6069

E.O. 11652: N/A  
TAGS: BEXP, SW  
SUBJECT: PROPOSED NK LEISURE TIME CONSUMER GOODS PROMOTION

1. PER KALEN, MANAGING DIRECTOR OF THE NK DIVISION OF NK-AHLENS DEPARTMENT STORES, HAS APPROACHED US TO DETERMINE WHETHER USDOC HAS THE RESOURCES FOR, AND INTEREST IN, SUPPORTING NK IN A PROMOTION OF US LEISURE TIME CONSUMER GOODS.
2. NK PROPOSES TO ORGANIZE THE PROMOTION IN TWO PHASES. THE FIRST WOULD TAKE PLACE IN THE FALL AND WINTER OF 1978 EMPHASIZING THE FOLLOWING US PRODUCTS: SKIS, SKI POLES, SKI BOOTS, SKI JACKETS AND TROUSERS AND OTHER SKIING ACCESSORIES. THE SECOND PHASE WOULD COVER THE PERIOD LATE APRIL THROUGH JULY 1979 AND COVER THE FOLLOWING CATEGORIES: BALL GAMES, CAMPING, EXERCISE AND FISHING EQUIPMENT, TOYS, CONSUMER ELECTRONICS, PHONOGRAPH RECORDS, CAMERAS, LUGGAGE AND POCKETBOOKS.
3. KALEM EMPHASIZED THAT WHILE NK'S PLANNING IS STILL IN ITS PRELIMINARY STAGES, THE COMPANY WOULD LIKE TO HAVE SOME IDEA OF THE PROSPECTS FOR USDOC SUPPORT IN SHARING THE PROMOTIONAL EXPENSES.

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4. FYI: AN NK DIVISIONAL MERCHANDISING MANAGER AND TWO BUYERS ARE VISITING THE MARCH LAS VEGAS FAIR TO OBTAIN LEADS FOR THE SKI PROMOTION.
5. GIVEN THE EXCELLENT JOB NK DID IN OUR 1975 IN-STORE-PROMOTION HERE, WE HEARTILY RECOMMEND USDOC CO-OPERATION WITH THE STORE, SHOULD THERE BE RESOURCES

AVAILABLE.

PERRY

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Review Markings:**  
Sheryl P. Walter  
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